

LOW-FIDELITY WIREFRAMES

WIREFRAMES

Two-dimensional illustration of a page's interface

Visualization tool for presenting layout

The content, navigation, headers, footers etc.

Focuses on space allocation, prioritization of content, functionality and intended behaviours

WHY WE USE THEM

Minimal skill requirements

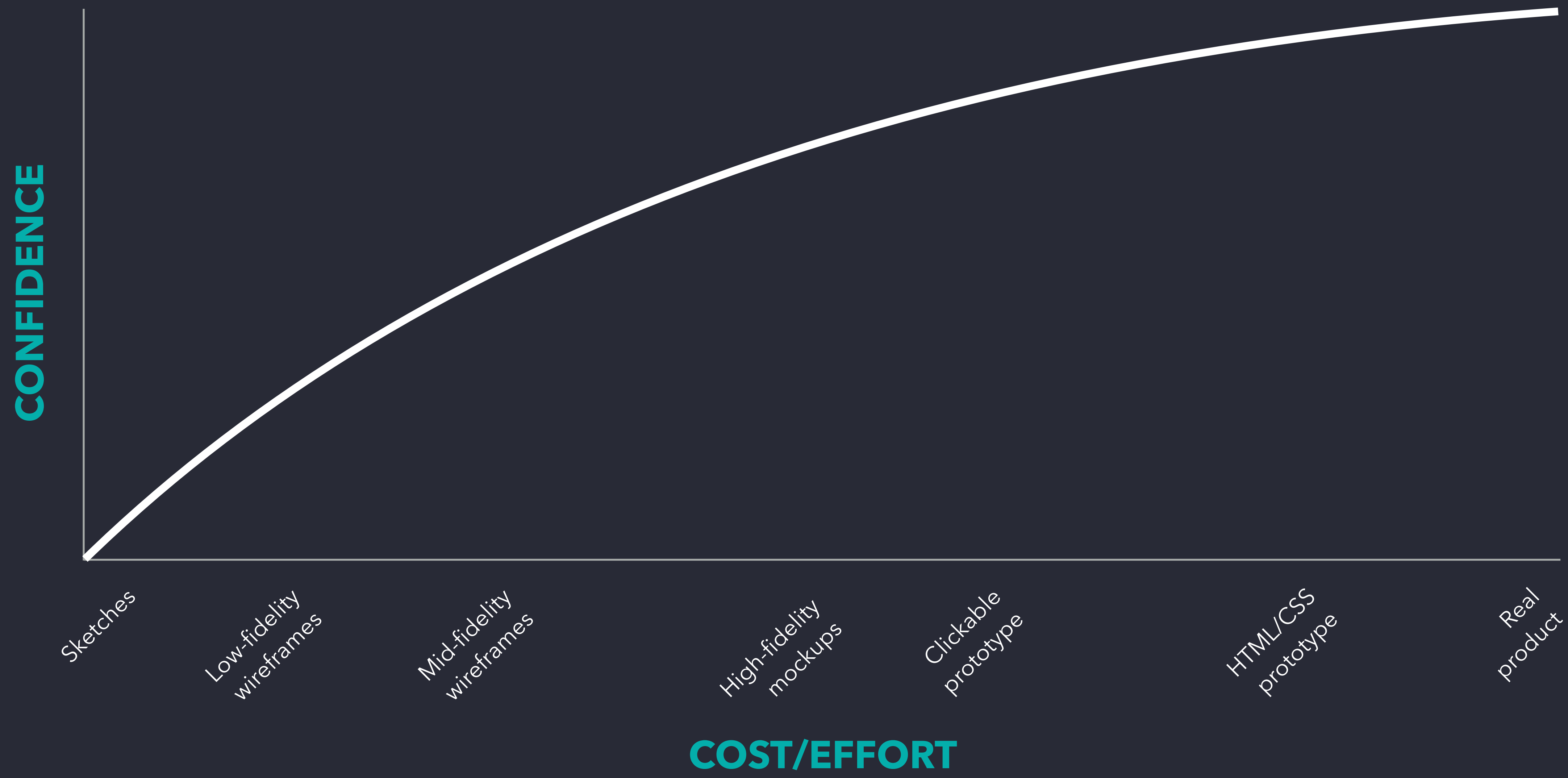
Allow for quick, iterative designs

Focus on how site works, information architecture, hierarchy, structure

Not “look and feel”

Gets early client buy-in

FIDELITY: COST-BENEFIT ANALYSIS



LOW-FIDELITY

Super fast and easy to produce

Cheap

Pen and paper sketches

Not life size

Fit 4 to 5 screens per page

Black and white only

WHAT **NOT** TO INCLUDE

Measurements

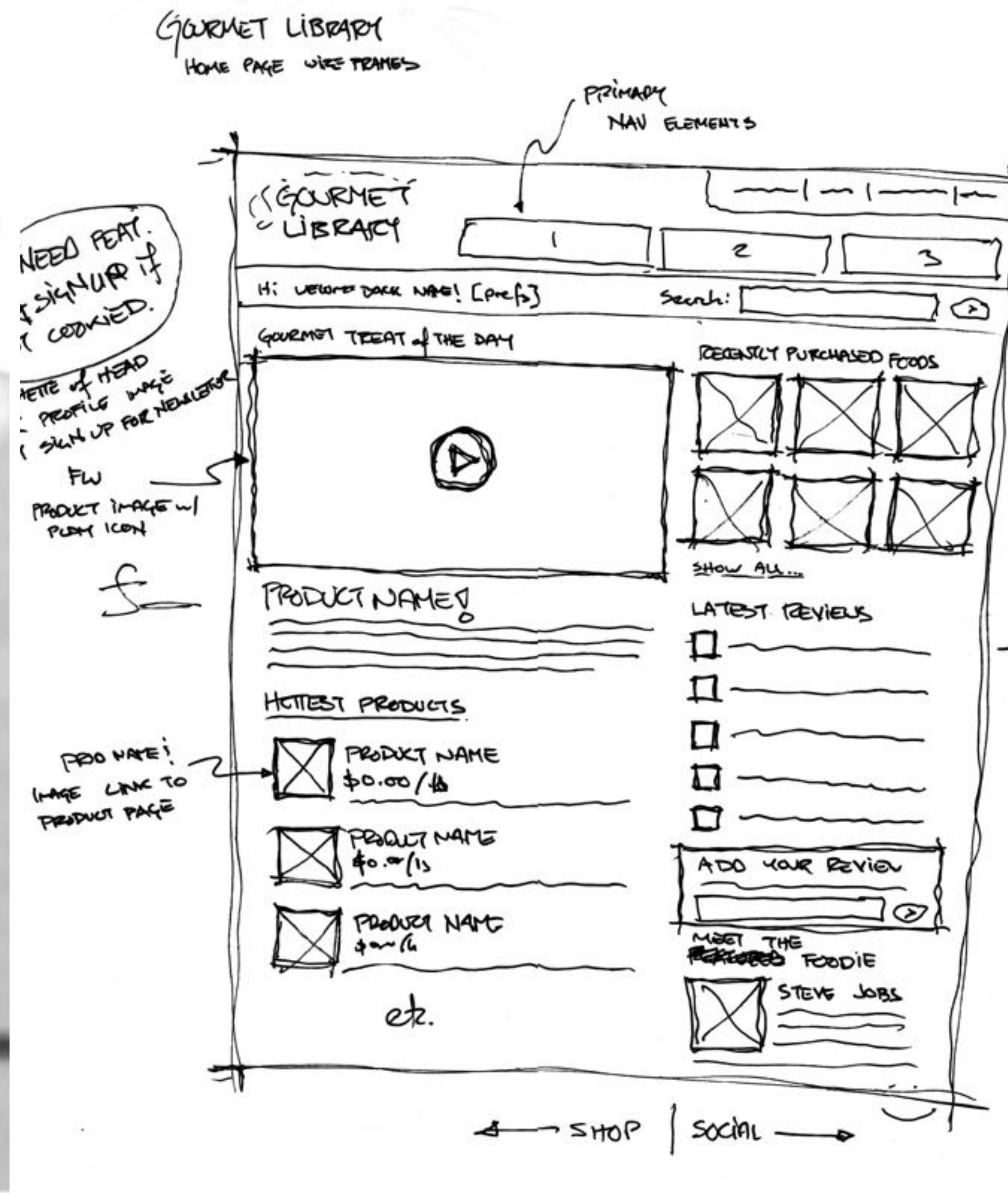
Colour

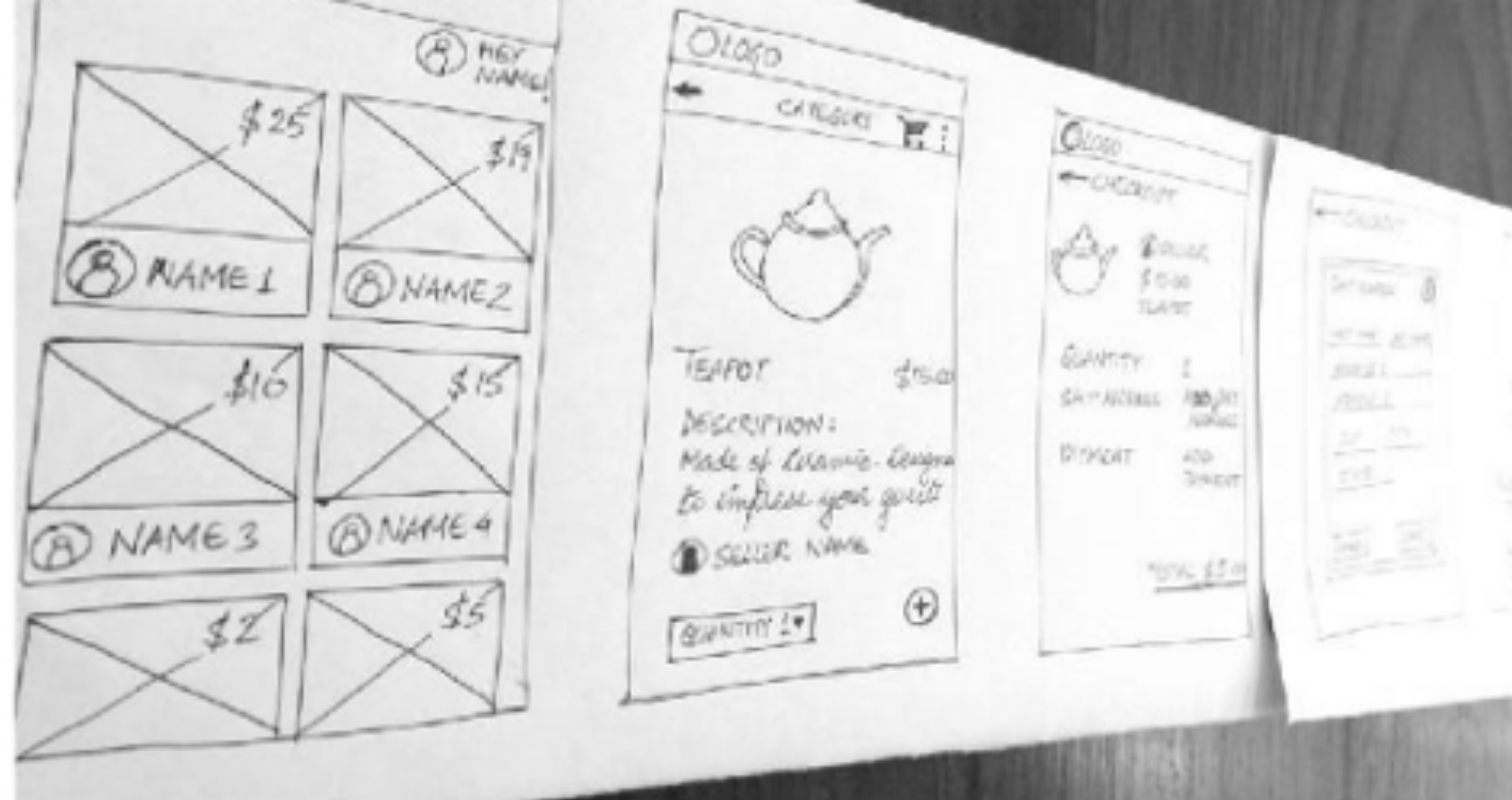
Font styles

Imagery

(photos, illustrations and icons)

Branding





QUESTIONS?